

EXHIBIT C

From: Seth Horowitz [shorowitz@iconixbrand.com]
Sent: 9/5/2014 2:30:20 PM
To: Joanna Pompilio [jpompilio@iconixbrand.com]
Subject: GBG
Attachments: GBG.pdf; ATT00001.txt

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Thank you
Seth



Wednesday, September 3, 2014

Iconix/GBG

1. \$5m marketing

- \$1m Zoo York Europe -
- \$2m Peanuts China
- \$2m Mossimo SE Asia
- 50% Q3/Q4, 50% prepay

2. JV in China for Umbro and Lee Cooper

- \$21.5m 50% JV
- \$2.0m contribution guarantee 'in 14
- \$2.5m contribution guarantee in '15
- \$4.3 payment upon signing. \$1.3m due 12/13/14
- \$4.3 payment on anniversary of JV. \$1.1m due 3/31/15 and \$1.1m due 6/31/15
- \$4.7m on 2nd anniversary of JV
- \$4.7m on 3rd anniversary of JV

3. Rocawear Kids Termination Option 1

- \$2.5m royalty relief in '14 and transfer on orders to New Rise or TBD
- \$3.5m royalty relief in '15
- Approximate \$8m backlog transfer to New Rise or TBD
- New Rise purchase approx. \$1.5m of existing inventory w/ 90 day payment terms
- Fixture TBD

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